

WHAT IS CLAIMED IS:

1. A method for providing home shopping programs to a viewer, comprising:

receiving personalized data from a viewer;
generating a home shopping program list that identifies a plurality of home shopping programs related to the personalized data; and
transmitting a home shopping program identified in the home shopping program list to the viewer.
2. A method for providing home shopping programs to a viewer, comprising:
providing a client in communication with a server;
transmitting personalized data over the client to the server;
receiving a home shopping program list that identifies a plurality of home shopping programs related to the personalized data;
receiving a home shopping program that is listed on the home shopping program list; and
displaying the home shopping program on a display means of the client.
3. A computer system for providing home shopping programs to a viewer, comprising:

a memory for storing personalized data, home shopping program lists, and home shopping programs; and
a processor in communication with the memory, wherein the processor is operative to receive personalized data from a viewer,
generate a home shopping program list that identifies a plurality of home shopping programs related to the personalized data, and
transmit a home shopping program identified in the home shopping program list to the viewer.
4. A computer system for providing home shopping programs to a viewer, comprising:

means for receiving personalized data from the viewer;

means for generating a home shopping program list that identifies a plurality of home shopping programs related to the personalized data; and

means for transmitting a home shopping program identified in the home shopping program list to the viewer.

5. A computer system for providing home shopping programs to a viewer, comprising:

means for receiving personalized data from a viewer;

means for transmitting the personalized data to a server;

means for receiving a home shopping program list that identifies a plurality of home shopping programs related to the personalized data from the server;

means for receiving a home shopping program, identified on the home shopping program list, from the server; and

means for displaying the home shopping program to the viewer.